

# National Heritage Areas Alliance Update

ANHA

## New Issue of *Partnership Magazine* Explores Impact of Heritage Areas

Heritage development is a unique approach to improving communities. It brings individuals, organizations and even government bodies together to protect shared resources and to promote sustainable economic development. The new edition of *Partnership Magazine* is dedicated to exploring the positive impacts of heritage development, with a focus on initiatives that actively engage local citizens in the preservation and planning process.

One way that National Heritage Areas can have an impact is by supporting partner organizations through grant programs. Since 1998, the Essex National Heritage Area in Massachusetts has encouraged projects that preserve, develop and interpret the resources of the region. The details of the Essex program, which has already distributed close to \$1.4 million dollars in funding, are explored in the article "Investing in Resource Preservation and Enhancement." The activities of the National Aviation Heritage Area in Ohio are also having a significant effect. Since its designation by Congress in 2004, National Aviation has succeeded in bringing new attention to the history of flight in and around Dayton, OH. National Aviation's accomplishments and future goals are explored in the article, "National Aviation Heritage Area Takes Flight."

Expanding recreation options, including the construction of trails, is another way that heritage areas have an impact on local communities. In southeast Pennsylvania, Schuylkill River National Heritage Area is working with a number of partners to develop a 130-mile long, multi-use trail stretching from Philadelphia to Schuylkill County. 50 miles of the trail are already open and in use by hikers, bikers, walkers and joggers. The Heritage Area is now measuring the economic and quality of life impacts of the project. To find out how they are doing this, see "Developing a Riverside Trail with Impacts throughout the Region."

Partnerships are at the heart of heritage development. By building strong relationships with organizations, citizens and local governments, heritage areas succeed in bringing together at-times disparate groups. One example of a successful partnership based project explored in the pages of the new magazine is the *Erie Canalway Grand Canal Journey*. This summer, a replica canal schooner, the *Lois McClure*, has traveled across New York, stopping in multiple ports to give the public a chance to touch and feel history. The story of the partnership behind this undertaking is explored in "A Voyage Across New York State: Impressive Partnership Crafted to Preserve Canal Heritage."



Photo credit National Aviation

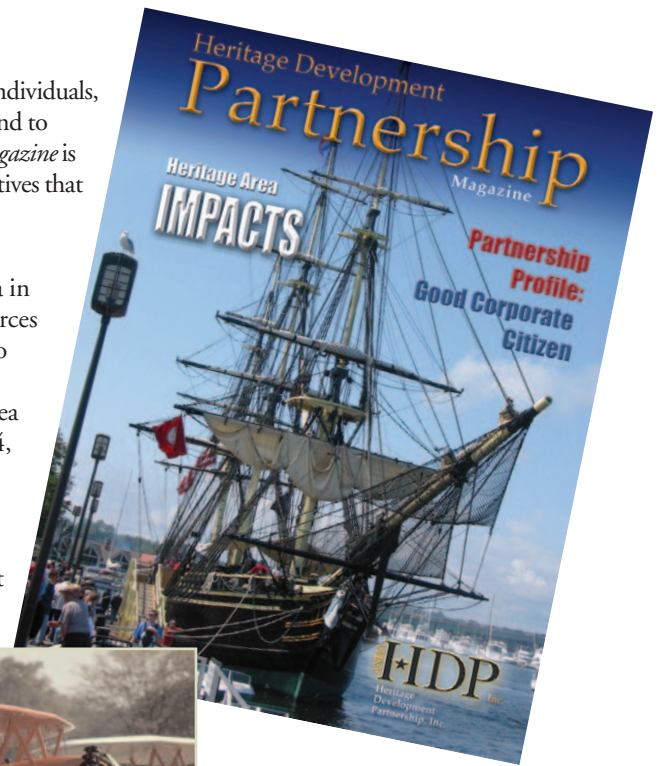


Photo by Jon Reis

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The principles behind heritage development are evident in multiple venues across the county, whether at the federal level with National Heritage Areas or at the state level. One example of a state initiative having a positive impact on its community is in New York, where the heritage area program is celebrating its 25th anniversary. Whether through economic revitalization, preservation or tourism, the New York program has a long list of lessons learned and goals achieved. Learn more in "New York Heritage Areas Program Celebrated Milestone Year."

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# News *from* the Heritage Areas



*Schuylkill River National Heritage Area*

## Schuylkill River National Heritage Area Distributes Over \$250,000 in Grants

In August, the Schuylkill River National Heritage Area awarded three grants totaling \$250,275 from the Exelon Schuylkill River Watershed Restoration Program. The program, which was created by Exelon Nuclear last year, supports projects that enhance the quality of water in the Schuylkill River and its tributaries. The Schuylkill River Heritage Area oversees the fund, distributing money annually to non-profit organizations and government agencies. This year, three projects were selected that focus on agricultural improvements, stream bank restoration, and abandoned mine drainage remediation. For more information, visit [www.schuylkillriver.org](http://www.schuylkillriver.org).

## John H. Chafee Blackstone River Valley Names New Executive Director

In September, Jan Reitsma will become Executive Director of the John H. Chafee Blackstone River Valley National Heritage Corridor and the Superintendent of the Roger Williams National Memorial in Providence, Rhode Island. Acting Executive Director Thomas E. Ross will return to his position as Deputy Director for the Corridor. Reitsma has previously served as Assistant Secretary, Environmental Impact Review and Undersecretary for Policy and Programs in the Commonwealth of Massachusetts' Executive Office of Environmental Affairs (EOEA). He was also the Director of Rhode Island's Department of Environmental Management (RIDEM). In this latter capacity, Reitsma was an active Blackstone River Valley Corridor Commissioner.

## Blue Ridge National Heritage Area to Host Gather 'Round the Blue Ridge Celebration

On September 17th, Blue Ridge National Heritage Area will host its first annual Gather 'Round the Blue Ridge Celebration at the Biltmore Estate's Lioncrest Facility in Asheville,

NC. The meeting will highlight regional initiatives, local successes, and emerging opportunities for heritage preservation and promotion within the region. It will end in the late afternoon with a tour of the Blue Ridge Parkway Destination Center, which is scheduled to open to the public in October, 2007. Planning for the new facility was conducted as a partnership between the National Park Service and the Blue Ridge National Heritage Area.

## Oil Region National Heritage Area Hosts Fishing Derby

In August, the Oil Region National Heritage Area hosted the Mr. Whiskers Fishing Derby for flathead catfish, channel catfish and carp. More than 130 anglers of all ages fished along the Allegheny River and its tributaries in Pennsylvania. The largest single fish caught in the live release angling competition was a 31" flathead catfish. The event is part of an ongoing series of fishing contests in the area conducted by the Oil Region.



*Fishing Derby Participant, Oil Region National Heritage Area*

## New Road Signs for Erie Canalway National Heritage Corridor Unveiled

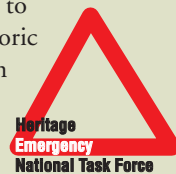
Motorists along the New York State Thruway from Albany to Buffalo are starting to see new gateway signs to the Erie Canalway National Heritage Corridor. The signs, which are also visible along a number of state roads, were funded by federal transportation dollars. The 162 brown and white signs, which include the National Park Service arrowhead logo and the words "Entering Erie Canalway National Heritage Corridor," present a unified and consistent image that draws attention to the Corridor among the approximately 50 to 60 million people who will see them each year.



# Publications *and* Resources

## New Resources for Disaster Preparation

A collection of tools designed to assist archives, museums, historic sites, and historic preservation and arts organizations in times of emergency has been released by the Heritage Emergency National Task Force. The Task Force is a partnership of 41 national service organizations and federal agencies created to protect cultural heritage from the damaging effects of natural disasters and other crises. The resources are available for no charge at <http://www.heritagepreservation.org/PROGRAMS/TASKFER.HTM>



## Smithsonian Launches New Museum Studies Website

The Smithsonian Center for Education and



Smithsonian Institution

Museum Studies recently launched a new website, focused on museology, public history, and beyond. Highlights include news on exhibits, educational programs and employment opportunities. Learn more at <http://museumstudies.si.edu/>.

## New Issue of Cultural Heritage Tourism News

The Summer 2007 e-issue of Cultural Heritage Tourism News, a publication of the National Trust for Historic Preservation is now available at [www.culturalheritagetourism.org](http://www.culturalheritagetourism.org). The issue highlights the work of the National Coordinator for Heritage Areas, Brenda Barrett, as well as a short article on the new partnership between French Regional Nature Parks and National Heritage Areas.





# Conferences, Workshops and Events

## National Preservation Conference in Saint Paul, MN

The National Trust for Historic Preservation will be holding its annual National Preservation Conference from October 2-6 in Saint Paul, MN. The conference includes a wide range of educational and field sessions as well as social networking events. For more information or to register, visit [www.nthpconference.org](http://www.nthpconference.org) or call 866-988-1188.

## Cultural and Heritage Tourism Alliance 9th Annual Conference in Seattle, WA

The Cultural and Heritage Tourism Alliance (CHTA) Annual Conference will be held from November 28th to December 1st in Seattle, WA. This fall's event will include sessions on "What's New in Product Development – Heritage Trails, Music Trails, Culinary Tourism & More," as well as "The Change in America's Reputation in the World – And How it Affects Tourism." For more information, visit <http://www.chtalliance.com/conference.html>.

## National Heritage Delegation to Attend Conference on French Heritage

A delegation, representing the Alliance of National Heritage Areas (ANHA), will be traveling to France in October to attend a conference marking the 40th anniversary of the Federation des Parcs Naturels Régionaux, a system of regional nature parks. In June, the ANHA entered into a Memorandum of Understanding with the Federation, marking the culmination of two years of exchange and dialogue. At the conference, ANHA delegates will share a short presentation on National Heritage Areas, focusing on partnership and capacity building.



## Upcoming HDI Workshops

### Heritage Development Institute Workshop: "Best Practices in Story-based Preservation"

Wednesday, October 3rd, 8:30 a.m. til 2:30 p.m.  
St. Paul, Minnesota, National Preservation Conference  
Crowne Plaza Hotel, Kellogg Suite

Gain practical tips for engaging constituents, forming public-private partnerships, fundraising, and creating a consensus-based regional vision during this interactive seminar on the basics of heritage areas. Sessions include: The Role of Partnerships in Heritage Development, The Federal Role in Heritage Areas, Best Practices in Heritage Tourism, Regional Case Studies in Story-Based Preservation, Telling Stories through Resource Conservation.

The workshop is \$75.00 per person. Space is limited. Please register no later than September 25th. E-mail your Name, Title, Organization, Address, E-mail address and Contact phone # to John Cosgrove at [anha.cosgrove@comcast.net](mailto:anha.cosgrove@comcast.net)

### Heritage Development Institute Workshop: "Where the Stories Matter Most: Story-Based Preservation in America's Gulf Coast"

Tuesday, October 9th, 8:30 a.m. til 3:30 p.m.  
Bolton State Office Building  
Second Floor, Suite 205  
1141 Bayview Avenue  
Biloxi, MS 39530

This workshop explores how heritage professionals can engage their communities and visitors in distressed landscapes by using best practices themes such as: How the ever-changing natural environment impacts culture; How restoring and/or reclaiming distressed landscapes call for new audiences and new voices to come forth; How the recovery and reform process must rely on heritage, culture, and traditions as not an impediment but as a foundation for new opportunities

The workshop is \$100.00 per person. Space is limited. Please register no later than September 25th. E-mail your Name, Title, Organization, Address, E-mail address and Contact phone # to John Cosgrove at [anha.cosgrove@comcast.net](mailto:anha.cosgrove@comcast.net)

## Partnership Magazine

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In 2006, Congress recognized ten new National Heritage Areas, signaling the success and appeal of the heritage development model. The new areas represent an impressive range of geographic, cultural and thematic diversity, which adds to the depth and breadth of the stories already being told by the twenty-seven existing National Heritage Areas. Background and contact information for each of the new areas is included in a feature article on their designation.

For more information on the Partnership Magazine or to order bulk copies, please contact John Cosgrove at [anha.cosgrove@comcast.net](mailto:anha.cosgrove@comcast.net)

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## For more information on heritage areas, please visit our websites.

*The Alliance Update is a partnership project of the Alliance of National Heritage Areas and the National Park Service National Heritage Areas Program.*

Send your heritage area events and news to the editor by the 18th of the month for inclusion in the following month's bulletin.

Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.

- Reach the editor at [Eleanor\\_Mahoney@contractor.nps.gov](mailto:Eleanor_Mahoney@contractor.nps.gov)
- Reach the National Coordinator for Heritage Areas at [Brenda\\_Barrett@nps.gov](mailto:Brenda_Barrett@nps.gov)
- To subscribe or unsubscribe, send an email to the editor.

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# Partners Column

## National Park Service (NPS) Announces Projects Eligible for Centennial Challenge Matching Funds

On August 23, National Park Director Mary Bomar and Secretary of the Interior Dirk Kempthorne announced a list of 201 projects eligible for Centennial Challenge Matching Funds. The Centennial Challenge is an initiative aimed at energizing the National Park Service before its 100th anniversary in 2016 with up to \$3 billion in additional funding. The list of selected projects - at 116 parks in 40 states and the District of Columbia - touches sites across the country. In order to be certified, proposals had to have strong partner commitment (at least a 50% cash match), address at least one of the five overarching centennial goals, improve the efficiency of park management, operations and employees and produce measurable results. Though focused on traditional park units, several certified projects directly impact heritage areas. One project of note, the "Friendship Centennial Sails," involves a partnership between Salem National Historic Site and the Essex National Heritage Commission. The full list of centennial challenge-eligible proposals and centennial strategies is available online at [www.nps.gov/2016](http://www.nps.gov/2016)

## Assistance

### National Preservation Fund and Battlefield Preservation Fund grants

Grants are available to non-profit groups or municipalities. They require a dollar-for-dollar match, and cannot be used for bricks-and-mortar construction or for the acquisition of property. For more information, please send an e-mail to [nero@nthp.org](mailto:nero@nthp.org). Deadline is October 1st.

### Google's In-Kind Advertising Services to Nonprofits

This program supports organizations that do work in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts. Designed specifically for 501(c)(3) non-profits, Google Grants is an advertising program that assists organizations seeking to inform and engage their constituents online. Recipients can use their award of free AdWords advertising on Google.com to raise awareness and increase traffic. See <http://www.google.com/grants/> for more information.

## The Illinois & Michigan Canal: From "Tadpole Ditch" to Economic Engine



*Lock 6: The rich historic resources of the Heritage Corridor include the canal itself, canal locks and this locktender's house, one of two such structures remaining in the corridor.*

The hand-dug, 96-mile Illinois and Michigan Canal was a long time in coming - as has been the canal corridor's evolution into a national model for heritage tourism.

The idea to build a canal linking the waters of the Illinois River (and ultimately the Mississippi River) with those of Lake Michigan dates back to the 1670s. Later, as an ever increasing number of settlers pushed westward into Illinois and beyond, state and local leaders envisioned the canal as a critical link between the eastern seaboard, the Great Lakes and the Gulf of Mexico. Construction on the waterway began in 1836, though intermittent financial setbacks delayed its completion until 1848. Active operations continued for eighty-five years, with ever growing competition from the railroad industry. The I&M Canal closed to transportation in 1933.

The Canal began a new life in 1984, when former President Ronald Reagan authorized creation of the Illinois & Michigan Canal National Heritage Corridor. Designated at the urging of the Canal Corridor Association (CCA) and a host of other public and private partners, the Corridor became the first National Heritage Area in the United States. The Illinois and Michigan Canal National Heritage Corridor extends from Chicago through rural countryside to LaSalle/Peru. It encompasses 49 communities and millions of residents.

Federal recognition has been a powerful catalyst for change in the canal region, attracting significant private funding sources. One notable beneficiary of this trend was the Gaylord Building Historic Site in Lockport, Illinois. Once abandoned, the building is now a model of adaptive-reuse as well as an anchor for future growth along in the Corridor.

In 2006, Congress re-authorized the Heritage Corridor, designating the CCA as the local coordinating entity. The Association is now working with its partners to develop a 15-year management plan. A key goal is to make the Heritage Corridor financially viable over the long term by developing heritage tourism destinations that are at once sustainable and economically beneficial to individual Corridor communities and the region as a whole.

The Port of LaSalle project is one exciting new initiative that seeks to achieve these goals. Located in LaSalle, Illinois, the project aims to re-create a 19th century canal port. Guests will take one-hour rides on a replica canal boat, while interpreters, dressed as canal workers and passengers, engage in fun learning activities. The attraction will include a visitor center, complete with exhibitions, classroom space, tourism information, a gift shop and a café. The business plan for the Port of LaSalle is designed to make the attraction financially sustainable, with accommodations for group rentals of the boat and a variety of revenue-generating features in the visitor center. An estimated 20,000 guests will ride the replica canal boat in the Port of LaSalle's inaugural year, which is projected for 2008. Within five years, that number is expected to build to 70,000 annually. The estimated economic impact on the region in the first three years of operation is \$5.2 million.

In 1900, the hand-dug waterway was derided as a mere "tadpole ditch." Today, some 100 years later, the canal has finally reclaimed its rightful place as one of the most important stories in Illinois history.



*Long-time I&M Canal advocate Abraham Lincoln and his family, who are known to have traveled on the waterway, are depicted in life-size steel silhouettes at the Port of LaSalle site. The silhouettes are among 42 that appear throughout the I&M Canal National Heritage Corridor to help bring history to life.*

ILLINOIS AND MICHIGAN CANAL  
NATIONAL HERITAGE CORRIDOR